IN THE CLAIMS:

Please cancel Claim 2, without prejudice or disclaimer of subject matter.

Please amend Claim 1, as indicated below. The following is a complete listing of claims and replaces all prior versions and listings of claims in the present application:

1. (Currently Amended) An entertainment sponsorship marketing system including:

a media source configured to broadcast via a first marketing channel a show having a storyline related to a business operation having an owner, the storyline including a predetermined issue related to said business operation;

an interface configured to accept from a participant input including contact information of said participant, a response to an inquiry, and a proposed solution incorporating a product of a sponsor and corresponding to said predetermined issue related to said business operation;

a database constructed to store said contact information, said response, and said proposed solution from said participant and link said response and said proposed solution to a plurality of responses and a plurality of proposed solutions, respectively, from a plurality of other participants based on at least one of said response to said inquiry and said proposed solution; and

a processor constructed to select at least one proposed solution stored on said database and incorporate said at least one proposed solution into said storyline,

wherein said interface is communicatively coupled to a network for facilitating communication between said participant and the plurality of other participants.

2. (Canceled)

3. (Original) The marketing system of claim 1, wherein said product includes financial assistance products.

4. (Original) The marketing system of claim 1, wherein said product includes at least one of a transaction card, a financial service and a loan service.

5. (Original) The marketing system of claim 1, wherein said show is a reality television show.

6. – 14. (Canceled)

15. (Previously Presented) The marketing system of claim 1, wherein the owner is the participant.